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Digital Archives in the Discovery Layer: A Collaboration between Archivists and Technical Services Librarians

Christina A. Beis, Kayla Harris, Stephanie Shreffler
University of Dayton





Digital Archives in the Discovery Layer: Collaboration between Archivists and Technical Services Librarians

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Web Archiving

- Web archiving is, "the process of collecting, preserving, and providing enduring access to web content"
- In 1997, the average lifespan of a webpage was just 44 days; in 2003 it was 100 days
- The Internet Archive has been capturing websites since 1996 to fulfill their mission: "universal access to all knowledge"
- Using automated bots, the Internet Archive collects around 1.5 billion

OPEN

Archive-It at UD



The Process

- UDiscover is the locally branded name of University of Dayton's EBSCO Discovery Service
- UDiscover indexes:
 - Our classic catalog
 - The OhioLINK catalog
 - Our databases
 - [eCommons](#), our institutional repository
- Users can access UDiscover via the custom search box on the Library's homepage, Research Guides, and the database listing



- OUR GOAL:** to make our Archive-It collections discoverable via UDiscover
- Archive-It collections were siloed away from other library resources
- We wanted to improve Archive-It's visibility and accessibility, and thus [improve our users' experience](#)

Custom Collection

- Submitted an [EDS Institutional Repository Database Quarterly](#)
- Worked with an EBSCO Senior Software as a Service Catalog Specialist
- Metadata from Archive-It is harvested weekly via OAI-PMH
- Archive-It@UD collection went live 10 days after submission with 30 records

Original metadata:



We enhanced our metadata with the creation of a local data dictionary based on [OCLC's recommendations for descriptive metadata for web archiving](#).

Updated metadata:



Marketing and Promotion

Access Points:

- Archive-It link added to our listing of databases on website and in LibGuides
- Catalog record added
- Web Archiving LibGuide created
 - Auto-populates in UDiscover results list based upon search terms

Promotion:

- Blog post on Archive-It published on our library website
 - Shared through the University

OPEN

Use and Analytics


- COUNTER 4 and 5 statistics are available via EBSCO Admin for the custom collection
- You can add a Google Analytics Tracking ID in Archive-It Admin



WEB ARCHIVING

- Web archiving is: “the process of collecting, preserving, and providing enduring access to web content”
- In 1997, the average lifespan of a webpage was just 44 days; in 2003 it was 100 days
- The Internet Archive has been capturing websites since 1996 to fulfill their mission: “universal access to all knowledge”
- Using automated bots, the Internet Archive collects around 1.5 billion internet resources per week, and there are about 1 million captures per week from individuals using the Wayback Machine’s “Save Page Now” function

ARCHIVE-IT AT UD



**University of Dayton
Libraries**

University of Dayton

Archive-It Partner Since: Jul, 2014
Organization Type: [Colleges & Universities](#)
Organization URL: <http://udayton.edu>
Description: The University of Dayton is a top-tier Catholic research university with academic offerings from the undergraduate to the doctoral levels. We are a diverse community committed, in the Marianist tradition, to educating the whole person and linking learning and scholarship with leadership and service.

Narrow Your Results

Subject Sort By: [Count](#) | [\(A-Z\)](#)

- Blogs & Social Media (3)
- Society & Culture (3)
- Universities & Libraries (2)
- Blogs (1)
- Catholics -- United States (1)

[More ▾](#)

Creator Sort By: [Count](#) | [\(A-Z\)](#)

- Krymow, Vincenza (1)
- Mariological Society of America (1)
- Stokes, John (1)

Date Sort By: [Count](#) | [\(A-Z\)](#)

- Archived since January 2016 (1)

Type Sort By: [Count](#) | [\(A-Z\)](#)

- Website (4)
- Blog (1)
- social media (1)

Collector Sort By: [Count](#) | [\(A-Z\)](#)

- Marian Library (2)
- University of Dayton Archives and Special Collections (2)

Sites and collections from this organization are listed below. Narrow your results at left, or enter a search query below to find a collection, site, specific URL or to search the text of archived webpages.

[Collections](#) [Sites](#) [Search Page Text](#)

Page 1 of 1 (5 Total Results)

Sort By: [Collection Name \(A-Z\)](#) | [Collection Name \(Z-A\)](#)

American Catholic Blogs

Archived since: Jan, 2016
Description: The American Catholic Blogs Collection archives blogs written by American Catholics. The Collection is comprehensive in scope, seeking to record multiple viewpoints and perspectives on Catholicism.
Subject: [Society & Culture](#), [Blogs & Social Media](#), [Catholics -- United States -- Social life and customs](#), [Catholics -- United States](#), [Catholics -- United States -- Attitudes](#), [Blogs](#), [Social media -- United States -- Blogs](#)
Type: [website](#)

Mariological Society of America

Archived since: Oct, 2015
Description: The MSA is a Catholic theological association dedicated to studying and making known the role of the Blessed Virgin Mary in the mystery of Christ and in the Church and in the history of salvation. Through its annual meeting and in its publication, Marian Studies, the Society seeks to promote original research in Marian doctrine and devotion
Subject: [Society & Culture](#), [Mariological Society of America](#), [Mary](#), [Blessed Virgin](#), [Saint -- Devotion to](#)
Creator: [Mariological Society of America](#)
Type: [website](#)
Date: [Archived since January 2016](#)
Rights: The materials in this collection may be protected by copyright law (Title 17, U.S. Code). The materials are available for personal, educational, and scholarly use. It is the responsibility of the researcher to locate and obtain permission from the copyright owner or his or her heirs for any other use, such as reproduction and publication.
Collector: [Marian Library](#)

The University of Dayton Libraries began using Archive-It in 2015 with several distinct goals:

- Capture our institutional website and social media content
- Capture websites related to departmental collecting missions
 - Marian Library - designated repository for Mariological Society of America
 - U.S. Catholic Special Collection - blogs written by American Catholics

Today, the University of Dayton Libraries uses Archive-It (<https://archive-it.org/home/udayton>) to preserve 565.2 GB of Internet content.

THE PROCESS

- UDiscover is the locally branded name of University of Dayton's EBSCO Discovery Service
- UDiscover indexes:
 - Our classic catalog
 - The OhioLINK catalog
 - Our databases
 - eCommons (<http://ecommons.udayton.edu>), our institutional repository
- Users can access UDiscover via the custom search box on the Library's homepage, Research Guides, and the database listing

[Libraries Home](#) / [Libraries Home](#)

SEARCH

UDiscover

UD Catalog

Find articles, books, & more

[Advanced Search](#)

SUBMIT

- **OUR GOAL: to make our Archive-It collections discoverable via UDiscover**
 - Archive-It collections were siloed away from other library resources
 - We wanted to improve Archive-It's visibility and accessibility, and thus increase use
- A cross-departmental team within the Libraries worked on this project:
 - Four archivists
 - Discovery Services Librarian
 - Cataloging Coordinator
 - Digital Projects Manager

CUSTOM COLLECTION

- Submitted an EDS Institutional Repository Database Questionnaire (<http://www.tfaforms.com/301123&sa=D&source=hangouts&ust=1553198026629000&usg=AFQjCNGa8Pfz8NAG3KontDoXmsrjC>)
- Worked with an EBSCO Senior Software as a Service Catalog Specialist
- Metadata from Archive-It is harvested weekly via OAI-PMH
- Archive-It@UD collection went live 10 days after submission with 30 records

Original metadata:

Mariological Society of America

Collection: [Mariological Society of America](#)

Access URL: http://wayback.archive-it.org/6426/*http://mariologicalsociety.com/

Accession Number: aiud.75A46B41

Database: Archive-It @ UD

We enhanced our metadata with the creation of a local data dictionary based on OCLC's recommendations (<https://www.oclc.org/content/dam/research/publications/2018/oclcresearch-wam-recommendations.pdf>) for descriptive metadata for web archiving (<https://www.oclc.org/content/dam/research/publications/2018/oclcresearch-wam-recommendations.pdf>).

Updated metadata:

Mariological Society of America

Authors: [Mariological Society of America](#)

Collection: [Mariological Society of America](#)

Subject Terms: [Mariological Society of America](#)
Mary, Blessed Virgin, Saint -- [Societies](#), etc.

Description: Website for the **Mariological Society of America**, a Catholic theological association dedicated to studying and making known the role of the Blessed Virgin Mary in the mystery of Christ and in the Church and in the history of salvation. Through its annual meeting and in its publication, *Marian Studies*, the **Society** seeks to promote original research in Marian doctrine and devotion.

Access URL: http://wayback.archive-it.org/6426/*http://mariologicalsociety.com/

Accession Number: aiud.75A46B41

Database: Archive-It @ UD

We updated the publication type by submitting a publication type lookup table. All items originally appeared as academic journals.

Publication Type Lookup Table

The <TypeSource> mapped and Icon are fixed fields that are used to reflect your publication and document types present in your collections. This data is commonly located in <dc:type>, <dc:format> or <setName> tags within your data. Please review the list of viable publication types that EBSCO supports within its database and create a key in the table below to identify how your publication types should be represented. Add or delete rows as needed. If a document type in your data is not present in this lookup table, the value will be displayed as is in the database.

<dc:type> Type Source Field Content	<TypeSource> mapped	Icon (fixed per pub type)
Social Media	Electronic Resource	Electronic Resource
Facebook page	Electronic Resource	Electronic Resource
Instagram page	Electronic Resource	Electronic Resource
Twitter page	Electronic Resource	Electronic Resource
Blog	Website	Electronic Resource
Website	Website	Electronic Resource
Video	Video	Video

MARKETING AND PROMOTION

Access Points:

- Archive-It link added to our listing of databases on website and in LibGuides
- Catalog record added
- Web Archiving LibGuide created
 - Auto-populates in UDiscover results list based upon search terms

Promotion:

- Blog post on Archive-It published on our library website
 - Shared through the University enewsletter, which reached over 19,000 subscribers
 - Promoted on Facebook



- Worked with the Libraries' Coordinator of Marketing and Engagement to reach out to other campus partners:
 - University social media managers
 - University website CMS managers
- Hosted a professional development event for librarians and staff to attend during Archives Month

USE AND ANALYTICS

- COUNTER 4 and 5 statistics are available via EBSCO Admin for the custom collection
- You can add a Google Analytics Tracking ID in Archive-It Admin

Acquisition				Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	14.29%	6.45%	17.55%	15.49%	25.16%	16.44%
1 Direct	14.29%			11.75%		
2 Organic Search	11.11%			18.52%		
3 Referral	40.00%			18.75%		
4 Social	100.00%			166.67%		

Google Analytics Acquisition Overview Chart comparing September 2018 (blue) to October 2018 (orange)

AUTHOR INFORMATION

Christina A. Beis, Discovery Services Librarian

Christina (Tina) manages the life cycle of electronic resources at University of Dayton Roesch Library, which includes access, discovery, assessment, and problem resolution. She also serves as the subject liaison and selector for Sociology, Anthropology, and Social Work. She is a webmaster for the Academic Library Association of Ohio (ALAO) and the convener of the Southwest Ohio and Neighboring (SWON) Libraries Technical Services Special Interest Group.

Kayla Harris, Librarian/Archivist, Marian Library

Kayla is the archivist for the Marian Library, a special library with materials pertaining to the Virgin Mary, at the University of Dayton. She is responsible for managing the Marian Library's archival collections including manuscripts, visual resources, and ephemera. Her primary responsibilities include the arrangement and description of materials, reference services, and outreach, with the goal of making the Marian Library's unique materials accessible.

Stephanie Shreffler, Collections Librarian/Archivist, U.S. Catholic Special Collection

Stephanie Shreffler is the Collections Librarian/Archivist for the U.S. Catholic Special Collection at the University of Dayton Libraries. She is the chair of the Collections Committee for the Catholic Research Resources Alliance, and is active with the Society of Ohio Archivists, and the Academic Library Association of Ohio. She received her Masters of Science in Information from the University of Michigan School of Information.

ABSTRACT

Effective collaboration between archives and technical services increases the discoverability of special collection materials. Archivists at a medium-sized institution had been using Archive-It to collect websites for a few years, but the information was isolated in a separate platform and wasn't effectively marketed to users. Working together, the team of archivists and technical services librarians incorporated the website collections into the discovery layer. Metadata was added at the seed level and indexed on a single, user-friendly platform. Attendees will learn about implementing digital archive collections and explore how they can increase their visibility through marketing.

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